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INDEXED.

Pot Grown STRAWBERRY PLANTS



THE VAN FLEET HYBRIDS

The Strawberry Marvels of the Age

Seven Best Everbearing Strawberries

Twenty Other Choice Varieties



J. T. LOVETT

Monmouth Nursery

Little Silver, New Jersey

Established 1878

Two Hundred Acres

Advice and Terms

Pot-Grown Strawberry Plants should be shipped by express; they cannot well be mailed on account of the heavy ball of earth at the roots, and the delays incidental to freight shipments are often fatal to them. I can ship either by the United States Express or Adams Express direct, and by any other express through these companies. In packing, each plant is wrapped in paper and carefully packed in open boxes. Plants when packed weigh from thirty-five to forty pounds per 100. It is not customary for nurserymen to offer ordinary layer plants until late in the season, for the reason that, during the summer, the plants are putting forth their runners and making their increase, and to disturb the beds at this season causes the destruction and loss of thousands of unrooted plants.

Knowing the characteristics of each variety, I can often make selections for my patrons better than they can for themselves. When it is desired that I shall do this, please state the general character of the soil to be planted—light or heavy—and whether early, late or a succession of fruit is desired.

I cannot accept an order of less amount than one dollar.

Payments invariably in advance. Goods sent C. O. D. only when twenty-five per cent of the amount is forwarded with the order, with return charges added. Remit by Postal Money Order, Registered Letter, New York Draft or Express Money Order. Always enclose remittance in same letter with order.

Everything offered in this pamphlet is packed free of charge and delivered to forwarders, after which my control ceases, consequently my responsibility also. State plainly to what point goods are to be sent. The prices quoted are for pot-grown plants in all instances and for the quantities specified; but six and fifty of a variety will be supplied at dozen and hundred rates, respectively. Thousand rates quoted by letter upon request.

It is my custom, should the supply of a variety become exhausted, which occasionally occurs in all nurseries, to substitute in its stead a similar sort. When it is desired that I shall not do this, it must be so stated in the order; to simply affix the words "No Substitution" is all that is necessary.

Claims, if any, must be made upon receipt of goods, when they will be carefully and cheerfully examined, and if just, all made satisfactory. Claims made after fifteen days of receipt of goods will not be entertained. I send out only good plants, in good condition, carefully packed in all cases; but success or failure depends, in so large a degree, upon care and management after received, that I do not, because I cannot, undertake to guarantee stock to live.

WESTERN UNION TELEGRAPH—Little Silver, N. J.

POSTAL TELEGRAPH—Red Bank, N. J.

LONG DISTANCE TELEPHONES—2 Red Bank, N. J. (Residence, 606-M Red Bank, N. J. Fruit Farms, 129-M Red Bank, N. J.)

J. T. LOVETT, LITTLE SILVER, N. J.

Pot-Grown Strawberry Plants

All varieties of the Strawberry give the greatest yield and the largest berries when grown in rich soil; hence, no pains should be spared in preparing the bed carefully before planting, by digging or ploughing deeply and turning under a liberal application of well-rotted manure. Pulverize the surface soil thoroughly with harrow and rake, and if a top-dressing of ground bone can be applied, it will be found a great benefit at fruiting time. Select a location where the soil is moist and deep if possible—moist and yet where water does not stand near or upon the surface. In such a soil well-enriched Strawberries delight and give marvelous results. They will, however, succeed upon any soil if well manured. Strawberries do not succeed when planted in shaded locations; hence, in selecting a plot for them, be careful to avoid places that are shaded by trees. For hill culture in the family garden, set plants in rows two feet apart and the plants fifteen inches apart in the rows; or if to be worked by horse and cultivator, have the rows three feet and the plants one foot apart in the row. In either case, cut off the runners as they appear. If to be grown in matted rows, plant in rows three and one-half or four feet apart and the plants a foot apart in the rows, permitting the runners to grow at will.

The after-culture consists in keeping the soil mellow and free from weeds by frequent hoeing or cultivation. At the approach of winter (as soon as the ground is frozen sufficiently to support the weight of a horse and cart) cover the entire bed with salt-meadow hay or other loose light material. Light strawy manure is excellent for this purpose, as the soluble portion leaches into the soil and affords nourishment to the plants, while the fibrous portion remains upon the surface as a mulch. Evergreen branches are very useful for holding the covering in place and are of themselves a protection. When the plants start growth in spring, rake the mulch from off the plants sufficiently to permit them to push through it, and leave it on the surface about the plants to protect the fruit and keep it clean and also keep the soil moist and cool. An application of unleached wood-ashes or muriate of potash along the rows very early in the spring, just before a rainfall, will be found to increase the size, beauty and flavor of the berries.

SELECTION OF VARIETIES

The blossoms of all Strawberries in cultivation are either hermaphrodite (perfect) or pistillate (imperfect) and the varieties named in this pamphlet are perfect except those marked with the letter "P," which are pistillate. The flowers of these differ from the hermaphrodite or perfect varieties in being destitute of stamens, or nearly so, and are unable, therefore, to properly fructify themselves. It is consequently essential, when a pistillate variety is grown, that a perfect flowered variety be planted near it in order to properly pollinize its blossoms, the proportion being one row of perfect flowered plants to every four or five rows of pistillate ones. When thus properly fertilized, the pistillate varieties are often the most productive and there is really no good reason for the prejudice with which some growers regard them. If but one variety be grown, however, it should, of course, be a perfect flowered sort and not a pistillate one. It is best always to plant at least three varieties—early, medium and late—to expand the season of fruiting to its full limits.



A POT-GROWN STRAWBERRY PLANT

POT-GROWN STRAWBERRIES

have the great advantage over ordinary or "layer" plants of producing a crop of the largest and finest berries the first season after planting. Further than this, they may be safely planted in the hottest and driest weather, without serious check to growth, and they can be planted where early potatoes, peas or other early crops have been harvested. True, the first cost is somewhat greater than when layer plants are employed; but the advantages of pot grown are so great and many, there can be no comparison in value between them for summer planting. In fact, for summer and fall setting, pot-grown plants are indispensable if a crop of berries is desired the following June. In setting them out, dip the balls of earth in water to thoroughly moisten them, and make the soil very firm about each plant.

There is as great a difference in the quality of pot-grown Strawberry plants as there is in cigars, wine, butter or the fruit of the different varieties of the Strawberry—a vast difference, indeed. I grew many thousands of them in 1877, and have continued growing them in increased numbers every year since then. I am, therefore, one of the pioneers in growing pot-grown Strawberry plants, and the steady and continued growth of my trade, in the face of such sharp competition as has existed during recent years, is certainly pretty good evidence that I have mastered the "know how" to produce them. I dare say, without fear of contradiction, that I have facilities for growing pot-grown Strawberries and employees skilled in their culture, equalled by few and surpassed by none.

MONTGOMERY Co., O., Sept. 14, 1912.

Sometime ago I ordered some Strawberry plants from you. I received the plants O. K. and am well pleased with them. MARIS ROYER.

FAIRFIELD Co., CONN., Sept. 17, 1912.

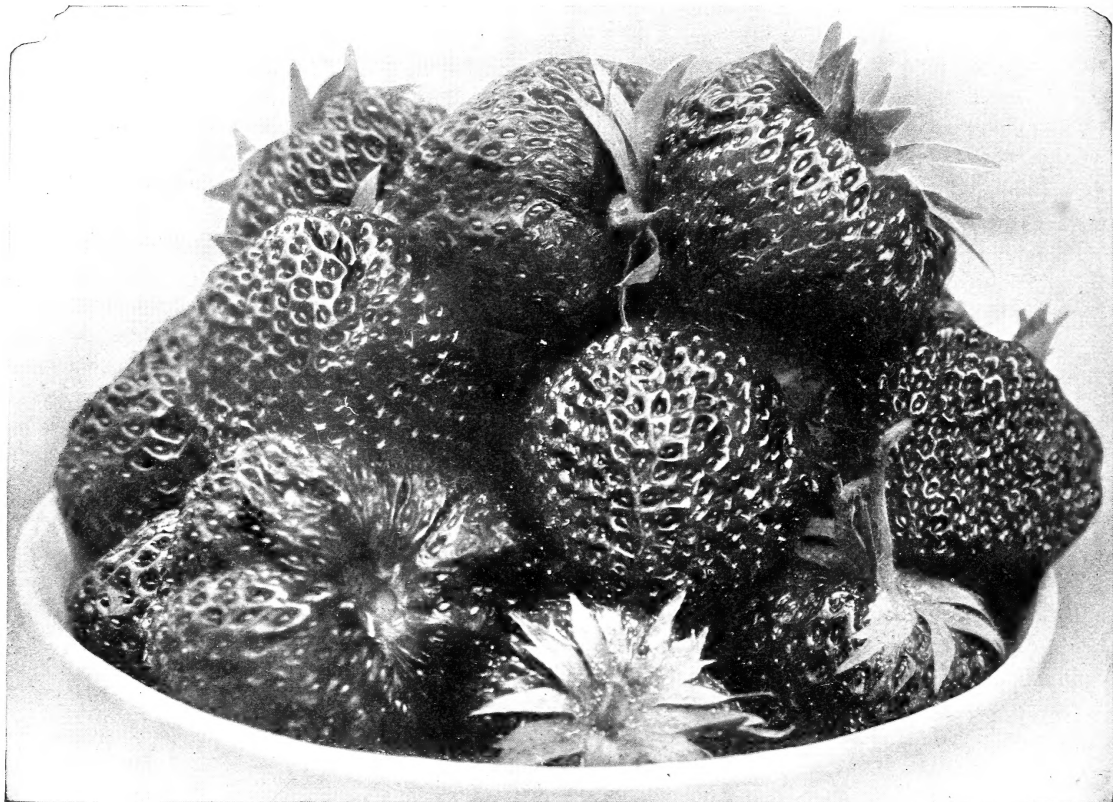
The Strawberry plants arrived in excellent condition and look fine twenty-four hours after being planted. (MRS.) H. L. WALDO.

MONTGOMERY Co., PA., Aug. 30, 1912.

Strawberry plants received and very satisfactory. A. J. ARTHUR.

The Berry Marvels of the Age

THE VAN FLEET HYBRID STRAWBERRIES



EDMUND WILSON—(Van Fleet No. 13). See page 5 for description

[Reprint from last edition of Catalog No. 2.]

In these we have what I believe to be, not only the most remarkable but also the most valuable Strawberries that have ever been produced. The Gandy Strawberry, introduced by me in 1888, has become widely popular and has much merit; the same may be said of Morning Star, the Lovett, Silver Coin and other introductions of the Monmouth Nursery. The Van Fleet Hybrids (Early Jersey Giant and Late Jersey Giant) have all the desirable properties of those named with increased size and productiveness and possess also, what in my estimation is of far greater importance than great size and beauty or large yield, namely, the delicious flavor and aroma of the wild native Strawberry. For a long time many plant breeders have endeavored to produce this very thing, *i. e.*, a Strawberry having the flavor of the native wilding and also yielding large berries in abundance. This is what Dr. Walter Van Fleet (perhaps the most skillful hybridizer of all times) started out to do. He worked scientifically, not in a haphazard fashion—as almost all other plant breeders who preceded him had done, when working with the Strawberry. He grew his plants in pots under glass, isolating the different varieties, exercising extreme caution and care, and the results, promising from the outset, surpassed his wildest dreams. He produced thousands of unique seedlings from which he selected, after painstaking test, a number of varieties giving fruit which possess the

desired superlative flavor and of enormous size; upon plants of extremely strong vigorous habit, that yield prodigious crops, ripening from very early until very late.

Dr. Van Fleet is now connected with the Bureau of Plant Industry of the United States Department of Agriculture. With the modesty that characterizes all his statements concerning his creations, he recently wrote me as follows: "In August, 1910, I sold to you, with exclusive right to introduce, my entire stock of hybrid Strawberries, raised during the years 1907-1909; as a result of intercrossing the most vigorous high-quality European varieties—such as Jucunda, Alfonso, Xij and Pres. De la Devansaye—with the very best native kinds; including William Belt, President, Nick Ohmer and Chesapeake. The result was the finest lot of seedling varieties probably ever produced; excelling in vigor, hardiness, productiveness and plant-making powers, as well as size, *quality* and attractiveness of berries, any I have ever tested.

"I am convinced certain of these hybrid varieties possess high commercial value and should be introduced."

SOMERSET Co., N. J., Aug. 20, 1913.

Received the Strawberry plants a week ago and they are all in the ground. They are the best and most satisfactory lot of plants I have ever received.

STEPHEN A. W. PRAY.



LATE JERSEY GIANT—(Van Fleet No. 14). For description see below

EDMUND WILSON—Van Fleet No. 13

Now first offered. See illustration, page 4.

A strikingly unique variety. The plants resemble potato vines in size and vigor, the berries are as large as small apples. Form globular or bluntly heart shaped, of deep maroon color with smooth surface and quite firm. Perhaps the richest in sugary lusciousness of all—indeed a marvel in size and high quality. Upon good soil the plants attain a height of twelve to fifteen inches with a spread of fully a foot and are enormously prolific. Ripens in midseason to late.

Hon. Edmund Wilson is the Attorney General of New Jersey, and will soon be President of the United States, or ought to be. He is another Lincoln—a marvel of the age—and I can think of no other name so appropriate for this berry.

Pot-grown plants, dozen, \$2.00; 100, \$12.00.

EARLY JERSEY GIANT—Van Fleet No. 10

Ripens with the very earliest, with St. Louis, Early Ozark, etc. Berries very large, brilliant scarlet-crimson, conical with pointed tip, colors all over at once, has delightful aroma and rich, mild wild Strawberry flavor. Large light green calyx or "burr," hence exceedingly showy and attractive. Blossoms large, open, rather late and staminate. Plant a strong grower with large leaves on long pliant stems and a heavy yielder. The largest and best very early variety. See illustration, page 6.

Mr. Frank P. Jones, of Burlington County, New Jersey, a strawberry grower of long and wide experience, on May 12th wrote "In October last (1912), I received from you some strawberry plants of Early Jersey Giant and Late Jersey Giant. I picked some ripe berries from the Early

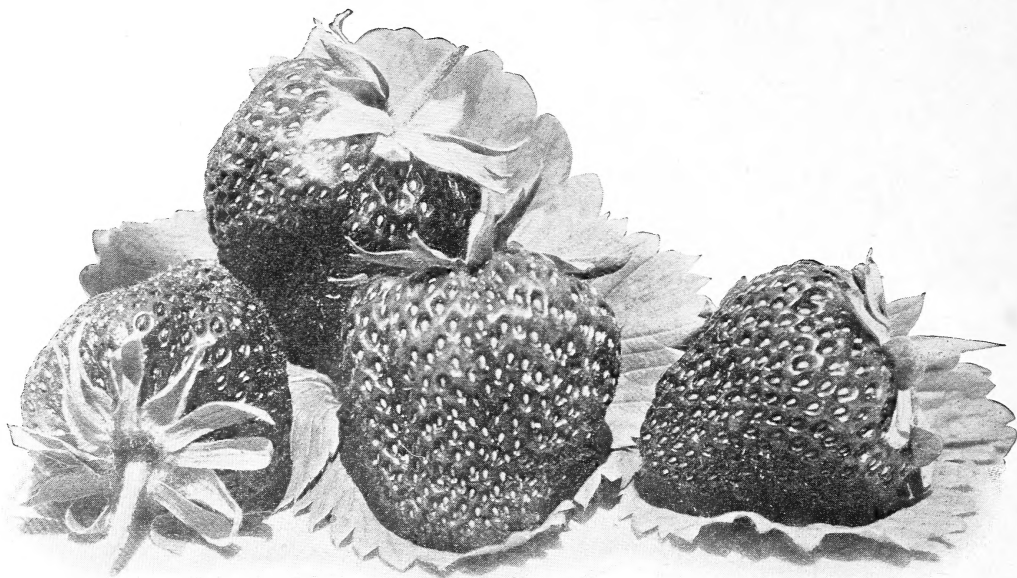
Giants on Monday, May 12th, the same day I picked the first St. Louis. The Early Giant berries were as large as Fairfield Giant and a week earlier. As an early berry, the Early Jersey Giant is in a class by itself." Mr. Chas. E. Wickes, of Dutchess County, New York, says, "The Early Jersey Giant is a valuable acquisition to the strawberry world. It is a full week ahead of anything else I have."

Pot-grown plants, dozen, \$1.25; 100, \$8.00.

LATE JERSEY GIANT—Van Fleet No. 14

A very late variety and the largest and best late Strawberry. It undoubtedly has blood of the Gandy in it, but it is superior to that grand old variety in every way—the berries being larger, infinitely superior in quality, even more brilliant in color, more beautiful and produced in far greater numbers. The berries are of immense size—truly mammoth—heart shaped with broad blunt apex and exceptionally uniform in shape and size; surface smooth and glossy, bright flame-color, meaty texture (the berries do not bleed when handled as do those of other varieties)—quality mild, rich and sweet with the flavor and aroma of the wild berry very pronounced. Calyx bright green and unusually large—like the Gandy but larger. I regard it as the most beautiful Strawberry I have ever seen. Blossoms appear late, are very large, strongly staminate and are held above the foliage. Plant of large proportions with large rather light green leaves held upright on stiff stems. The berries are produced in clusters of six to a dozen, are usually held from the earth on remarkably large, strong fruit stalks. The yield is enormous—so great in fact, that at the height of the season one can pick ten quarts without stopping.

Pot-grown plants, dozen, \$1.25; 100, \$8.00.



EARLY JERSEY GIANT—(Van Fleet No. 10). For description see page 5

WHAT THE NEW JERSEY STATE HORTICULTURAL SOCIETY SAYS OF THE VAN FLEET HYBRIDS

[Extract from Report 1910, of Special Fruit and Flower Committee.]

"I saw a lot of seedlings raised by Dr. Walter Van Fleet, that have been purchased by Mr. John T. Lovett, who has not offered any of them for sale yet. Still they are worth noticing, as among this lot of seedlings there was not a single one that did not show a superior advantage over other varieties fruiting beside them. Among them were some that ripened with Michael's Early and yet had berries as large as the William Belt and were equally as productive as that standard variety. I hope to see more of these seedlings another year, and under different conditions on Mr. Lovett's grounds from what they were on Dr. Van Fleet's grounds."

[Extract from Report 1911, Special Fruit and Flower Committee.]

"The Van Fleet Hybrid Strawberries are indeed remarkable. Of the thousands of these, produced by scientific hybridization of our best American varieties (*Fragaria Virginiana*) with the best of the European varieties (*Fragaria grandiflora*), fifteen of the best were selected by the Doctor, who, before going to California, turned them over to Mr. J. T. Lovett, the nurseryman at Little Silver. These I visited at different times upon Mr. Lovett's grounds, during fruiting time and afterwards. They are still under numbers and to describe them fully would take up too much of your time. I will, therefore, merely state, in a general way, they are revelations, both as regards size of plant and fruit, to which should be added superlative quality. No. 4 resembles the old Jucunda somewhat in make up, though the plants were growing admirably upon light soil moderately fertilized, and gave berries that in size almost equalled fair-sized apples. No. 13 [Edmund Wilson] in size and vigor of plant resemble potato vines more than Strawberry vines, as we are accustomed to seeing them. This variety produces berries that are almost round, as deep in color as the old Black De-

fiance and so rich in saccharine matter as to make the use of sugar in connection with them objectionable. No. 14 [Late Jersey Giant] may be described as a glorified Gandy—the berries being fully twice the size of that grand Strawberry, yielding far more freely, the plant a larger, stronger grower and the color of the fruit even more brilliant. But to learn what these berries are really like, one must see them and I am sure anybody at all interested in Strawberries will be well paid for a trip to Little Silver in Strawberry time to inspect them."

[Extract from Report 1912, Special Fruit and Flower Committee.]

"Mr. Lovett still has those seedling Strawberries of Dr. Van Fleet that have been spoken about several times in this Society. Why he does not disseminate them, I don't know. I have never seen a lot of Strawberries do so well in different places as those Strawberries have done, both in plants and in berry; and yet he keeps them there to delight his friends, I suppose, and to look at them himself. But, at any rate, Mr. Lovett has never put them out, and his only explanation seems to be that he wants to try them still further. I believe they are the very best seedlings that I have ever seen in my life and I have grown some pretty good ones myself."

After a thorough test of these Hybrids, I have selected the earliest (No. 10) the latest (No. 14) and the largest (No. 13), to offer the public, brief descriptions of which follow:

SPECIAL.—For \$4.00 I will send a dozen plants each of these three remarkable berries, Edmund Wilson, Early Jersey Giant and Late Jersey Giant. For \$12.00 I will send 50 plants of each of them, or 150 in all, enough to supply a good-sized family with an abundance of these superlative strawberries from the very first till the very last of the Strawberry season.

FALL-BEARING OR EVERBEARING STRAWBERRIES STRAWBERRY SHORTCAKE IN OCTOBER

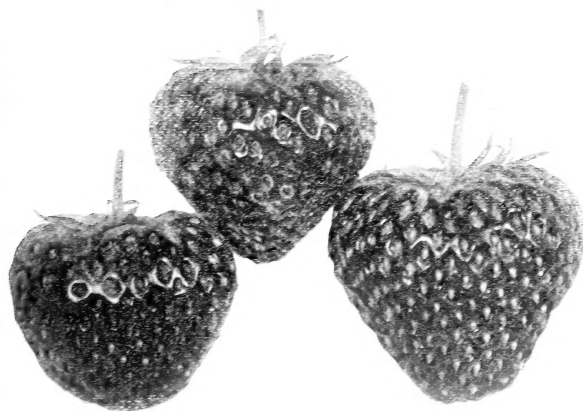


PROGRESSIVE. For description see page 8

The fall- or everbearing varieties are no longer an experiment; their value has been amply proven and they have come to stay. The "old reliable" Farm Journal in speaking of them, says: "Every household that raises its own berries or has room for a berry patch, can and should have fall-bearers. Even in the season of peaches and grapes the strawberry is Queen of fruits as the apple is King. Millions of strawberry lovers would eat them the year round, if they could get them."

Many persons have the impression that the fall- or everbearing strawberries are difficult to grow successfully. This is an error; their culture is almost as simple as the "June only" kinds. For full crops in autumn, it is best to remove all blossoms until from the middle to the last of June. In all other respects they should be given the same treatment as other varieties of strawberries.

AUTUMN (P)



A free grower and a good plant maker at Monmouth and the plants yield enormously, especially in June. Its blossoms being pistillate, it should be planted with Pan American or some other fall-bearing variety having perfect blossoms in order to secure a crop of berries from it in the autumn. The berries are nearly round, of good size and attractive but lack firmness. It is not of high quality. Pot-grown plants, 75c.; 100, \$4.00.

soms in order to secure a crop of berries from it in the autumn. The berries are nearly round, of good size and attractive but lack firmness. It is not of high quality. Pot-grown plants, 75c.; 100, \$4.00.

AMERICUS

Plant and foliage of good size and a fairly good plant maker; blossoms strongly staminate. Berries of good quality, light red, heart-shaped and half the size of Brandywine. Strong fruit stalks which hold the fruit well from the ground and frequently a small plant will produce from six to twelve well-loaded fruit stalks. Ripens from early June until the ground freezes. Pot-grown plants, dozen, \$1.00; 100, \$5.00.

STATEN ISLAND, N. Y., July 25, 1912.

Plants I got of you I find O. K.

WM. H. POILLON.

MERCER Co., N. J., Aug. 15, 1912.

I received the Strawberry plants to-day in fine condition.
EDMUND G. MASSEY.

IOWA

Not having had this in fruiting upon my own grounds, I give the description of Mr. Rockhill, the originator, viz.:—"Plant large and thrifty, always healthy here, a satisfactory plant maker. A little later than some others in coming into bloom, thus saving the labor of disbudding. A heavy and continuous fruiter here from August 10th to cold weather; fruit medium to large (about the size of average Brandywines), color scarlet, firm, quality good but not of the highest." It succeeds especially when restricted to hills and yields enormously. Pot-grown plants, dozen, \$1.00; 100, \$5.00.

PAN AMERICAN

"The fruit is of medium size, of nice color and flavor and produced in good quantities. The berries are borne up under the leaves and are inclined to mildew and rot in wet, muggy weather; they must be hunted among the leaves if you find them at all. The frosts have little effect on the blossoms or fruit because both are hidden by the leaves. Bears freely on old plants and young runner plants each season."—From *Fall-Bearing Strawberry Secrets*.

The Pan American has been fruited at Monmouth for a number of years. We have never been troubled with mildewing of either foliage or fruit and although the plants have been very prolific and the fruit of excellent quality, the berries have not been as large as desired—in fact, quite small. Pot-grown plants, dozen, \$1.00; 100, \$6.00.

PRODUCTIVE



"Parentage Pan American and Autumn; it has an imperfect blossom and requires a perfect blossom fall-bearing variety set with it to pollenate its blossoms. The plants are very large, with dark green foliage. It makes plenty of runners. It fruits considerably on new runner plants. The berries are above medium in size, color light red, heart shaped, very firm, seeds prominent; a good shipper. I think this the most productive of any variety I ever saw. It should be grown in hills."—*The Originator*.

"The berries literally lay about the plants in heaps and piles; the size and quality are determined by the quantity produced. If you wish to grow only large specimens of the best quality it is necessary to remove a large proportion of the blossoms."—*Fall-Bearing Strawberry Secrets*.

I have had this variety for three years. The fruit is fine and the yield all that can be desired. The plants are strong, healthy, vigorous and multiply freely. It is a very valuable variety. Pot-grown plants, dozen, \$1.00; 100, \$5.00.

PROGRESSIVE

Not only the finest of the Rockhill varieties, but by far the finest and best of all the fall- or everbearing strawberries to date. The plant is of strong, vigorous habit with good large leaves, and it multiplies all that it ought to. The berries are beautiful; nearly round, glossy, rich deep crimson, of fair size, excellent quality and firm. It begins to ripen with the second early June only kinds and the plants yield such vast quantities of such nice and good berries it is among the best for its June crop alone. As it continues to yield fine fruit (though not so lavishly of course) until late autumn, it is indeed a variety of great value.

Having thoroughly tested the variety, I speak of it from personal experience with it. The illustration shown on page 7 is from a photograph of berries grown at Monmouth the season just past. Pot-grown plants, dozen, \$2.00; 100, \$10.00.

SUPERB

Regarded as the largest and finest of the varieties produced by Mr. Cooper (Autumn, Pan American, Productive, etc.) and claimed by some to surpass all the other fall- or everbearing varieties. I have had it three years and I know it to be a "Superb" variety indeed. In speaking of it, "*Fall-Bearing Strawberry Secrets*" says: "The fruit is very large, round, rich dark color, glossy, attractive and as smooth as if turned in a lathe. It is not produced in as great abundance as Productive, but each fruit is large and fully developed; and above all, it has the finest flavor. The berries are only borne on the parent plants; hardly ever do you find a young plant bearing fruit. This variety does its best when planted in hills, with runners kept cut." See illustration of a dish of Superb on page 14. Pot-grown plants, dozen, \$1.00; 100, \$5.00.

SPECIAL OFFER.—As an inducement to strawberry lovers to plant these interesting and valuable fall-bearing varieties, I will supply a dozen fine pot-grown plants of each of the seven varieties for \$6.00 or 25 each of them for \$10.00.

CHIPPEWA Co., MICH., Aug. 19, 1912.

The 150 Strawberry plants which I just received from you were in fine condition.

MERLIN WILEY.

WESTMORELAND Co., PA., Aug. 22, 1912.

The plants received were in fine condition, thanks to your care, etc. JOHN B. KEENAN.

MARION Co., TENN., Nov. 19, 1912.

The Strawberries I bought of you last August are doing finely; only lost two plants out of six dozen. J. E. MUECKE.

DOUGLAS Co., GA., Aug. 26, 1912.

Strawberry plants received in good condition and they are set out, and I hope will live, as we had a nice shower the next day. Many thanks to you for the extra plants.

G. N. PATTERSON.

General List of Varieties

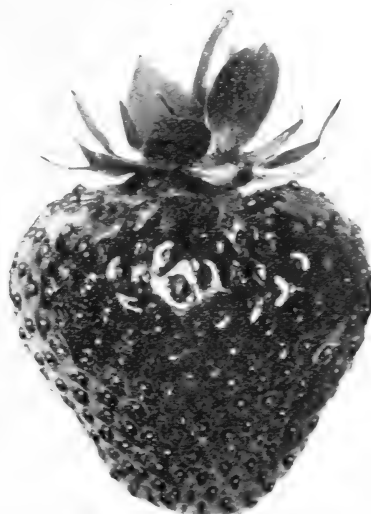
ALL ARE POT-GROWN PLANTS

1,000 rates promptly given by letter, upon request.
If to be sent by mail, add two cents per plant for postage.

BARRYMORE

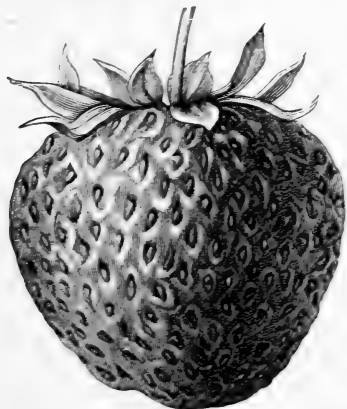


A superb variety from Massachusetts, ripening in midseason. The bluntly conical berries are extremely beautiful, of great size, of surpassing quality—rich and sugary—and exceptionally firm. The color is rich dark crimson (which it holds unchanged after picked), with glossy surface; the flesh is red and meaty. Valuable alike for the home garden, for market growing and for exhibition. Awarded a *silver medal* and *three first premiums* by the time-honored Massachusetts Horticultural Society. Dozen, 50c.; 100, \$3.00.



tiful, so regular in form and size as to suggest being cast from a mold. Of the very highest quality. Dozen, 50c.; 100, \$3.50.

BRANDYWINE



An old and popular variety of general adaptability. The berries are large, bluntly conical, uniform, bright crimson, firm and of good flavor. Plant of vigorous growth and prolific. For good results, it requires deep, rich soil and plenty of manure. Midseason. Dozen, 50c.; 100, \$3.00.

CHESAPEAKE

A superb berry by reason of its large size, uniformity, firmness and superior quality. One of the easiest varieties to pick. Though this variety does not set an immense amount of fruit, yet every blossom makes a berry and each berry may be termed "fancy." It ripens at practically the same time as the Gandy; starting three or four days earlier. The berries are all very large and beau-

CHIPMAN



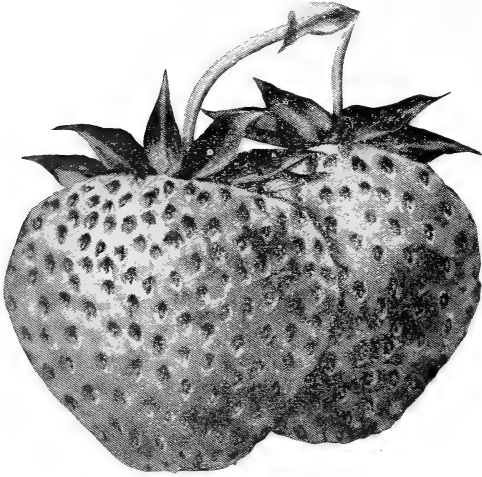
A large, handsome second early variety of the old Bubach type; but with a perfect blossom. The bright red berries are large and of the shape of the old Longfellow. Plants have bright green leaves, are vigorous, sturdy and very prolific. It originated in the South, does not mildew or blight and endures drought better than almost any other variety. Dozen, 50c.; 100, \$3.00.

WESTCHESTER Co., N. Y.

This order is merely a reinforcement and building up of a quite good-sized bed of plants from you at odd times, in years past, all of which service has been most satisfactory.

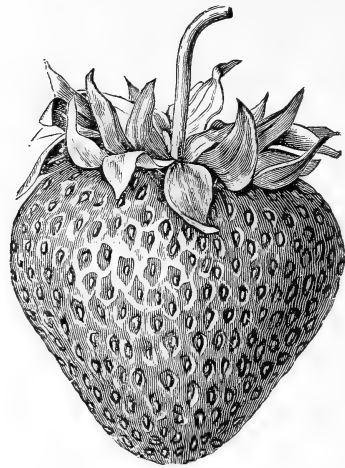
GEORGE W. HERBERT.

EARLY OZARK



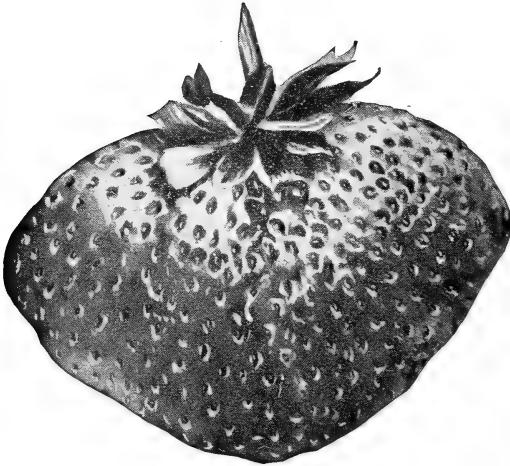
Until the advent of Early Jersey Giant this was the finest and best early variety. It is among the very first to ripen and the berries are from good to large in size. Fruit bright red in color and globular form. Plant of strong growth, healthy and very prolific. Dozen, 50c.; 100, \$3.00.

GANDY



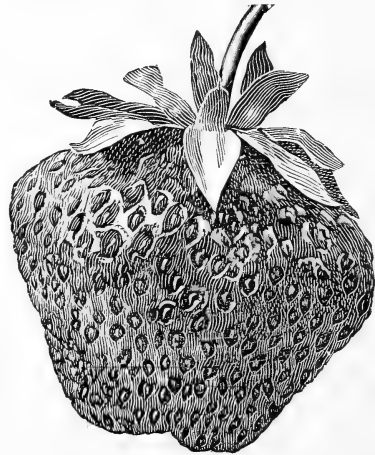
Introduced by me in 1888 and now more largely grown than any other variety. It ripens late to very late—and the berries are large to very large, bluntly conical, of the firmest texture and bright flame-colored—which color they retain until they decay; but in flavor it is rather acid and not of the highest quality. It is very nearly perfect in vigor and growth of plant, yet it is but a moderately productive variety, except under high culture and upon very moist soil. It originated in a meadow in South Jersey and its peculiarities are its preference for very moist land and the fact that it usually yields more bountifully the second than the first year. Dozen, 50c.; 100, \$3.00.

FENDALL (P)



A seedling of Wm. Belt, from Maryland. Wm. Belt is so fine, that a few years ago, if confined to a single variety, it would have been the one chosen. Fendall surpasses its parent in size, beauty and uniformity. It also gives a longer season of fruit and produces nearly double as many quarts upon a given space. The berries are smooth and glossy, of firm texture and exceedingly full and rich in flavor. Plant of strong growth with great power to resist drought. Were it not for the fact its blossoms are pistillate, it would be well nigh perfect; its season extends from mid-season until very late. Dozen, 50c.; 100, \$3.00.

GOLDEN GATE



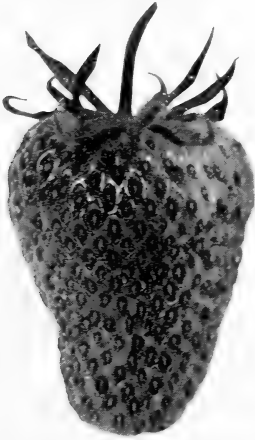
A fancy midseason berry, yet a strong growing and prolific variety. The foliage is so large that single leaves measure nine inches across. The berries are of the Marshall type, large deep crimson, beautiful, firm and of high quality. It colors all over with no green tip—and is so prolific that twenty quarts can be grown to one of the Marshall upon like spaces of land. Plant very vigorous, without spot or blemish, and endures drought better than other sorts. Awarded first premium by the Massachusetts Horticultural Society, and special premium for the best four quarts of any variety. Dozen, 50c.; 100, \$3.00.

BROOME Co., N. Y., Sept. 17, 1912.

The plants you sent me on the 11th inst. were some five days on the road, but having been well packed, they came through in good condition.

GEO. W. CRAMER.

GOV. FORT



Originated by T. C. Keavitt and said to be a cross between Glen Mary and Sample; possessing the prolific bearing properties of Glen Mary and the excellencies of fruit of the Sample. The berries are very long and pointed, usually ridged and seamed like the Heritage, firm and ripens late. At Monmouth it has not proved a success; the yield being light and its quality below par. Requires very high culture. Dozen, 50c.; 100, \$3.00.

HERITAGE



A long season variety—from early until late. A most profitable Strawberry. The berries are large, many of them very large, and the yield is heavy. The quality is good and the texture firm, but unfortunately many of the berries are ridged and seamed and the color is not very bright; hence, it does not present an attractive appearance in market. However, the plants are so vigorous and healthy and yield so bountifully it has much value. An excellent sort for the home garden. Dozen, 50c.; 100, \$3.00.

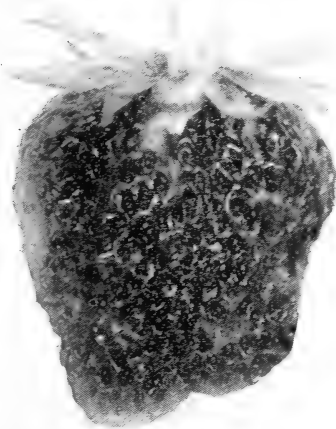
CAMPBELL Co., Ky., Sept. 22, 1912.

The Strawberry plants ordered from you were received in fine condition. They were as fresh as the day they left you, and in one week and a half the Progressives had a blossom on. We are delighted with them. (Mrs.) L. RUDY.

HUB

This New England variety I am compelled to admit, has the season just past and the first at Monmouth, proved a disappointment to me. The berries are attractive and of good size and flavor, but the plant by the side of the Van Fleet Hybrids, Pearl, Progressive and other new and valuable kinds, attained but small proportions and produced but a moderate crop. At Monmouth it was among the latest to ripen. I received my plants direct from Mr. Warren, the introducer, and I cannot see how there can be any error about them. Undoubtedly it demands a deep, fertile loamy soil and high culture for success. Pot-grown plants, dozen, 50c.; 100, \$3.00.

HUNDRED DOLLAR



The originator claimed so much for this variety that I discounted what he said of it. This year's fruiting, however, has convinced me it was an error to do so; that his statement that there is not "Another variety of strawberry that will outyield this giant in size or surpass it in quality" may be accepted with slight modification. It ripens in midseason, the berries average very large indeed, the color is bright scarlet and the quality mild, sweet and luscious. It is not very firm. The plant is a strong, vigorous grower and among the most prolific. It is a superior variety for the home garden or nearby market. Dozen, 50c.; 100, \$3.00.

BRITISH COLUMBIA, CAN., Dec. 17, 1912.

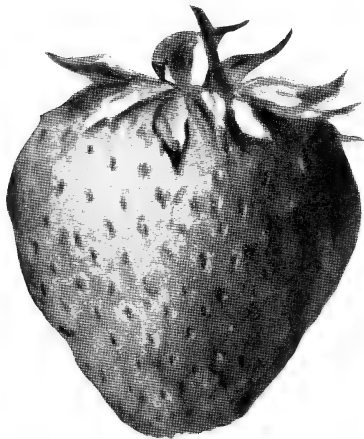
Last September I got seven dozen Strawberry plants from you and they arrived in such perfect condition that I want a few more. Several times I have received plants from firms in the East but they were, in all cases, dried out by the time they reached British Columbia. Some of those I got from you in September have made runners this autumn.

COLONEL J. PETERS.

FULTON Co., GA., Sept. 4, 1912.

The plants came to hand in due time and in first-class condition, and I must say they were in better shape than any I ever saw; you certainly have an ideal way of growing them and shipping them. I set them out on Labor Day and they are looking just as fresh as can be, although it is very dry and hot here. I. W. JENKINS.

McKINLEY



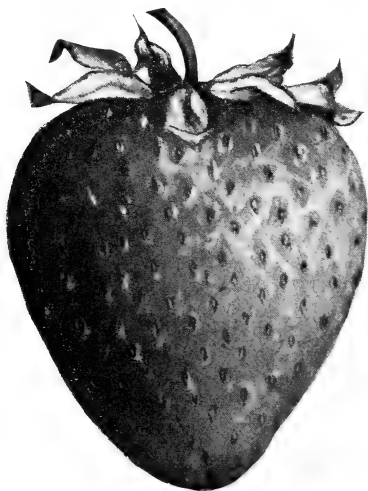
Until the appearance of the Van Fleet Hybrids, this variety was unrivalled as a Strawberry of high quality. Berries large, handsome and freely produced on strong growing, healthy plants. Ripens in midseason and is too tender in texture to endure shipment. It is pre-eminently a variety for the home garden. Dozen, 50c.; 100, \$3.00.

SILVER COIN



A midseason variety that excels in uniting desirable properties. Its salient points are exquisite color, luscious flavor and great productiveness. The berries are not only large but very nearly all of them are large and they are very uniform in shape. The color is a brilliant flame-red and the texture is firm. The plant is of strong, vigorous habit with large clean foliage that does not rust, blight nor mildew; fruit stalks large and strong, holding the great crop of berries well from the ground. Dozen, 50c.; 100, \$3.00.

MORNING STAR



With the exception of Early Jersey Giant, the largest and finest Strawberry before the public that ripens early. Berry very large, broadly conical with blunt apex, bright scarlet-crimson, exceptionally uniform in size and shape. Plant a strong grower, very healthy and a reliable yielder. It is exceptionally firm for an early berry; and best of all, of high flavor, rich and sugary. Dozen, 50c.; 100, \$3.00.

SUCCESS



All things considered, one of the finest early varieties for the home garden. Berries round or slightly conical, bright scarlet or light flame color, large and uniform in size and shape and of very high quality. Plant vigorous and healthy and exceedingly prolific. It is an improved form of the old-time famous Charles Downing. Though the berries are not firm enough to endure long shipment, the Success has proved a success with us and is one of the most profitable varieties for local market. Dozen, 50c.; 100, \$3.00.

HUMBOLDT Co., IOWA, Sept. 9, 1912.

I suppose that when you ship plants to a person and they do not all do well, you hear from it and have all kinds of kicks. Thought perhaps you would like to hear from a fellow who had bought plants from you and had no kick coming. Out of the three varieties you sent me I have not lost a plant. They were certainly all a fine lot of plants and I want to thank you for your care in packing them so they all lived.

W. W. STERNS.

NEW HAVEN Co., CONN., Sept. 2, 1912.

The Strawberry plants arrived in good condition and are doing well now.

W. F. CHAPPELL.

✓ STEVENS' LATE CHAMPION



A descendant of the Gandy. It ripens late, and is similar to the Gandy in many respects; except that it yields nearly or quite twice as many quarts of berries upon a given space and the berries are not so uniform in size and shape and by no means so handsome. One of the most prolific and profitable of the late varieties for market growing and a valuable sort for the home garden. Dozen, 50c.; 100, \$3.00.

THREE W'S



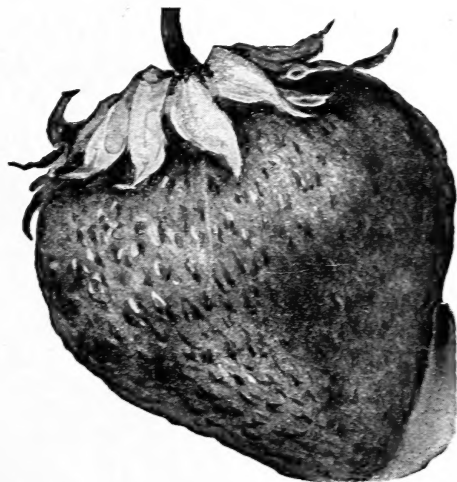
A Tennessee variety that has made many friends in all parts of the country and is rapidly gaining popularity. And well it may, for it is so sweet it can be enjoyed without sugar, an abundant bearer of large, beautiful berries for a very long season—from early midseason until the latest—and is remarkably firm. The color is deep crimson throughout. The texture is so meaty and the surface so strong it can be kept long after picked and shipped a greater distance in good condition, than almost any other variety. Dozen, 50c.; 100, \$3.00.

✓ U. S. KING EDWARD



A prominent strawberry grower of Massachusetts says: "It is the rich man's berry, poor man's berry, lazy man's berry and the market man's berry. If one wishes to grow the largest number of quarts to the acre and has to sell at low prices, this is the berry to grow every time. It is not one of those large coarse, over large berries, but of uniform size throughout the season; indeed, every berry looks as though they were all run in the same mould. They are a very attractive light scarlet color . . . The plant is a strong staminate variety and is just loaded with fruit. Quarts, quarts, quarts; as thick as cultivated Cranberries. It is a mortgage lifter. Unfortunately, there are two Strawberries by this name, King Edward. One originated in England and the best one in America. You want the U. S. King Edward because it is the best. Ripens in midseason." Dozen, 50c.; 100, \$3.00.

✓ WILLIAM BELT



Of all the Strawberries grown in the United States, this variety doubtless excels in popularity to-day; and well it may, for it is a superb sort. The plant is vigorous, though not a rampant grower, succeeds upon almost all soils, invariably yields very heavily and the berries are always of large size and high quality. Its flesh is solid and deep crimson in color, while the blossoms are large, with abundance of pollen. It begins to ripen quite early and continues until almost the close of the season: the last berries being large, handsome and full-flavored. Indeed, it is a king among Strawberries, as it is firm and among the largest—many of the berries being of great size—and gives large pickings for a longer period than almost any other variety. Dozen, 50c.; 100, \$3.00.

The Pearl Strawberry



With the exception of the Van Fleet Hybrids, no strawberry that has appeared during the past twenty years interests me so greatly or one I believe to be so valuable as this. It is of the type of the famous Gandy, sent out from the Monmouth Nursery in 1888, but superior to it in some important properties. It ripens late and continues until very late, a full week to ten days after Gandy is gone, the berries are of mammoth size—larger even than Gandy—and bright flame color; it is exceedingly prolific, yielding a far greater crop than Gandy; it is of sweet, mild flavor, better than the grand old Gandy, but the berries are not so firm. Plant of large proportions with clean, spotless foliage and succeeds on light and heavy soil.

I am pleased to be able to give this variety unqualified endorsement both as a market berry or for the home garden. Pot-grown plants, dozen, \$1.00; 100, \$5.00.

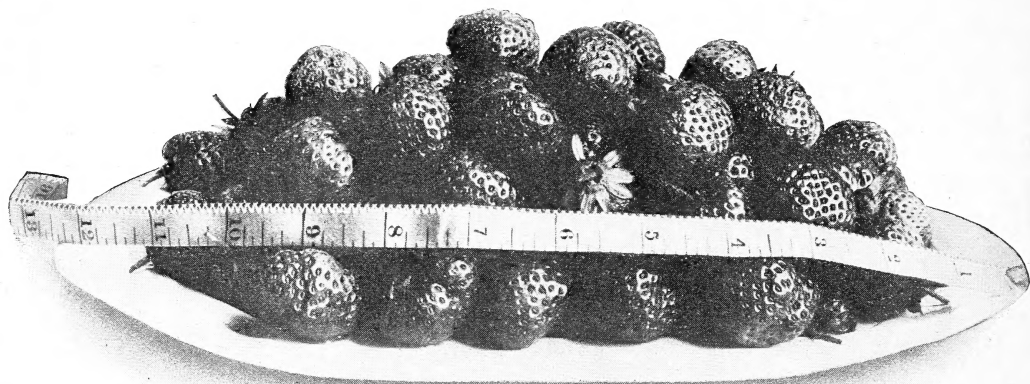


PLATE OF SUPERB STRAWBERRIES—(photographed Oct. 27)—Courtesy of the *Farm Journal*

For description see page 8

FAIRFIELD Co., CONN., Sept. 2, 1912.

Received Strawberry plants O. K.; they are doing fine; started right in to grow.

WILLIAM GURRY.

FREDERICK Co., Md., Aug. 15, 1912.

I received the Strawberry plants in good condition.

E. L. ROWE.

BOROWAX

Reg. U. S. Patent Office

Affords absolute protection against Borers when properly applied to Peach, Plum, Apple, Pear and Quince Trees

Borowax materially increases the yield of the orchard by insuring a sturdy growth of tree.

Borowax increases profits, because it is a big factor in producing a superior grade of fruit.

Borowax saves the outright loss of trees killed, stunted or damaged by borers; and is also a protection from Rabbits and Field Mice.

Borowax prolongs the life of the tree for many years.

Borowax is sold under a bona-fide specific guarantee not to injure trees and to be an absolute protection against borers.

Borowax is guaranteed to contain not more than five per cent of water and other inert substances.

Borowax need not be applied oftener than every other year.

Borowax costs but little. The cost per tree is much less than the cost of moving a dead tree from the orchard.

Borowax is a standard product. By its use all borer troubles are ended. Keep the borers out!

During the summer months is the best time to apply Borowax.

Booklet, giving full details, showing how to apply Borowax, with testimonials of fruit growers who have used it, mailed free.

PRICES OF BOROWAX:

Quart.....35c.	Gallon Can.....\$1.00	Half Barrel (25 gal.)..\$20.00
Half Gallon.....60c.	Six Gallons.....5.00	Barrel (50 gal.).....35.00

To be had at the leading Seed Stores and of Dealers in Insecticides.

MANUFACTURED EXCLUSIVELY BY

BOROWAX MANUFACTURING CO.

LITTLE SILVER, N. J.

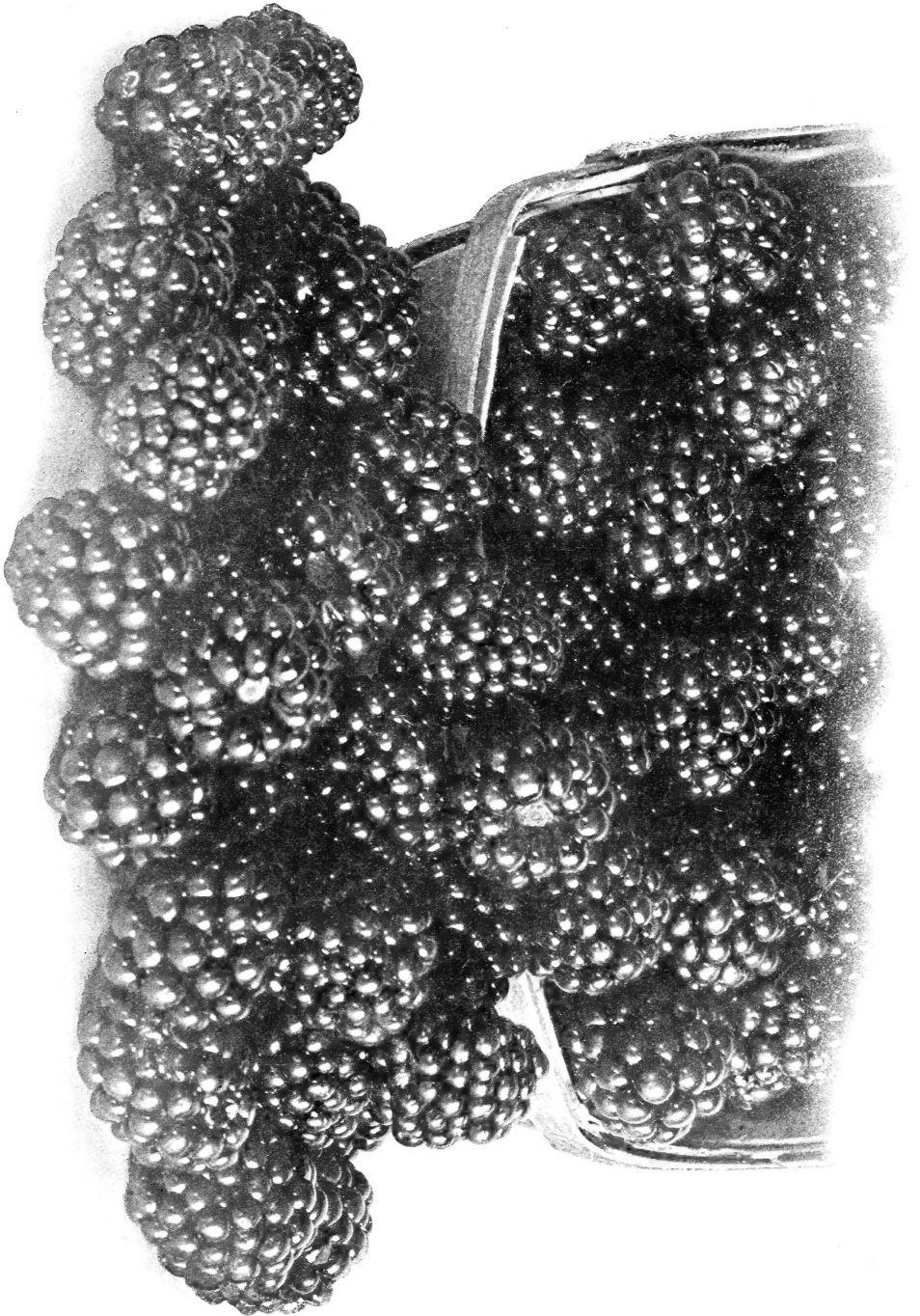
J. T. LOVETT

Special Agent

"A WORD TO THE WISE [AND PERHAPS THE OTHERWISE] IS SUFFICIENT"

The Joy Blackberry

BRINGS JOY TO ALL WHO GROW, SELL OR EAT IT



All Fruit Growers and others interested in Small Fruit Culture are cordially invited to visit the Monmouth Nursery, during its fruiting season, to inspect the Joy Blackberry in bearing.

J. T. LOVETT, Little Silver, N. J.

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